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| **Ufficio stampa**  **Fiera Milano**  Brambilla Elena  335 7925472  **Fiera Milano S.p.A.**  +39 02.4997.1  fieramilano@fieramilano.it  fieramilano.it |  | **GEE SHOWCASES THE LATEST INNOVATION IN THE VERTICAL AND HORIZONTAL MOBILITY SECTOR**  *From November 19 to 21 at Fiera Milano, the exhibition has become an international hub of reference for companies, buyers and industry professionals.*  *Milan, October 15, 2025* – The countdown has begun for **GEE – Global Elevator Exhibition**, a key event for the vertical and horizontal mobility sector, organized by **Fiera Milano** and scheduled to take place from **November 19 to 21, 2025**. The exhibition will feature numerous innovations, networking opportunities, and training sessions for the entire vertical mobility supply chain and for technologies related to lifting systems in residential, industrial, and urban settings. It is a broad and dynamic sector that continues to evolve, driven by factors such as **urban regeneration**, **energy-efficiency retrofits**, the **expansion of multi-storey construction**, and the **development of post-sales services**.  Italy, which holds the world record for the number of installed systems and boasts a highly specialized supply chain in components and maintenance, plays a central role in innovation processes. According to Anie-AssoAscensori, there are nearly 100 million elevator rides every day in Italy, operated by over one million active systems. The domestic market was worth €2.92 billion in 2023, while exports reached €1.1 billion.  The event is part of the broader trade fair ecosystem dedicated to construction, security, and smart solutions, alongside **MADE expo**, **SBE -Smart Building Expo**, and **SICUREZZA**, under the umbrella of **MIBA – Milan International Building Alliance**. Together, they strengthen the connection between related supply chains and create a single exhibition platform capable of bringing together manufacturers, designers, installers, maintenance companies, property managers, and institutional stakeholders.  **A STRONG INTERNATIONAL IDENTITY**  The exhibition presents itself with a distinctly **international character**. Over **100 exhibiting companies** are expected, 20% of which are foreign, representing **10 different countries**. Among the main markets represented are **Turkey, Spain, the United States, Austria, and China**, confirming a sector that is increasingly connected on a global scale and constantly capable of reinventing itself.  The international dimension is further reinforced by the participation of **buyer delegations from 24 countries**, including **the United States, Egypt, Brazil, South Africa, and Poland**.  This structure makes GEE a privileged meeting point for Italian manufacturing, international technology, and emerging markets.  **TRAINING, INSIGHT, AND PROFESSIONAL DEVELOPMENT**  The program extends well beyond the exhibition area, offering a series of training, discussion, and specialization sessions for professionals, companies, and industry stakeholders. The GEE Talks agenda will develop along three thematic tracks: **“Vision and Market Trends”** – exploring emerging trends and challenges in the industry; **“Innovation and Technologies”** – focusing on transformation processes and accessibility; **“Regeneration, Efficiency, and Sustainability”** – with particular attention to safety, maintenance, and staff training.  Accredited training modules and certified sessions will be offered for technicians, maintenance professionals, and designers, organized in collaboration with professional associations and technical institutes. In addition, B2B meetings with international buyers and round tables will address the industry’s key strategic themes: the digitalization of systems, predictive maintenance, safety standards, European regulations, building renovation, and the transition toward sustainable and accessible models.  The involvement of industry associations — including **Anacam** (Italian Association of Elevator Installation and Maintenance Companies) and **ANIE AssoAscensori** — together with leading scientific partners such as the **Politecnico di Milano** and **Cresme**, will ensure an integrated approach aligned with the challenges the sector will face in the coming years: energy efficiency, upgrading existing building stock, developing vertical infrastructure for high-density cities, digitalizing support services, and advancing smart building management. |